

## **ART 205 - INTRODUCTION TO DIGITAL DESIGN**

**CREDIT HOURS** 3 – Fulfills GE Fine Art Requirement  
**PREREQUISITES** None. This course is required for all Visual Art majors,  
and must be passed before enrolling in additional Graphic Design classes.

### **COURSE DESCRIPTION**

This course is an introduction to the theory and practice of graphic design as an art and means of visual communication. The emphasis will be on learning basic computer skills needed to create original digital designs and images. Projects will provide practical experience in multiple professional design applications.

**GRADING**

|                             |   |     |
|-----------------------------|---|-----|
| Attendance & Participation  | = | 20% |
| Assignments                 | = | 60% |
| Tests / Quizzes & Portfolio | = | 20% |

*All assignments and dates subject to change*

|               |  |                         |
|---------------|--|-------------------------|
| <b>Week 1</b> | <b>Lecture:</b> What is Design? Form and Content<br><b>Demo:</b> Using Microsoft Word and Page Layout Basics<br><b>Assignment:</b> Form Follows Function Essay and Page Layout |                         |
| <b>Week 2</b> | <b>Lecture:</b> Composition • Resolution<br><b>Demo:</b> Photoshop Basics<br><b>Assignment:</b> Digital Photography and Retouching   |                         |
| <b>Week 3</b> | <b>Lecture:</b> Vector vs Bitmapped Images<br><b>Demo:</b> Introduction to Adobe Illustrator: Bezier Curves, Stroke and Fill<br><b>Assignment:</b> Pantry Products             | <b>QUIZ</b>             |
| <b>Week 4</b> | <b>Lecture:</b> Color and Emotions<br><b>Demo:</b> Intermediate Illustrator: Type on a Curve and Pathfinder  |                         |
| <b>Week 5</b> | <b>Lecture:</b> Color Theory and Color Modes<br><b>Demo:</b> Intermediate Photoshop Audience Analysis and Concept<br><b>Assignment:</b> Informational Graphics Poster          | <b>PHOTO CRITIQUES</b>  |
| <b>Week 6</b> | <b>Lecture:</b> Audience Analysis, and Brainstorming for Concept<br><b>Demo:</b> Intermediate Illustrator  | <b>QUIZ</b>             |
| <b>Week 7</b> | <b>Lecture:</b> Copyright Law<br><b>Demo:</b> Intermediate Photoshop<br><b>Assignment:</b> Historical Event Poster   | <b>POSTER CRITIQUES</b> |
| <b>Week 8</b> | <b>Lecture:</b> Sizing and Pricing Ads, Typography basics<br><b>Demo:</b> Adobe InDesign basics<br><b>Assignment:</b> Newspaper Ad   |                         |

**FALL BREAK**

**COURSE SYLABUS AND LESSON PLAN**

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|----------------|---|---------------------|
| <b>Week 9</b>  | <b>Lecture:</b> Stock Photos and Public Domain Images<br><b>Demo:</b> Flash Animation Basics<br><b>Assignment:</b> Flash Greeting Card          | <b>MIDTERM TEST</b> |
| <b>Week 10</b> | <b>Lecture:</b> Storyboarding<br><b>Demo:</b> Flash Animation Basics continued  | <b>AD CRITIQUES</b> |
| <b>Week 11</b> | <b>Lecture:</b> Web Content Management • HTML Basics<br><b>Demo:</b> Saving Web images<br><b>Assignment:</b> Website                            |                     |
| <b>Week 12</b> | <b>Lecture:</b> Web servers & providers<br><b>Assignment:</b> Introduction to DreamWeaver   | <b>QUIZ</b>         |
| <b>Week 13</b> | <b>Lecture:</b> Digital Portfolios for designers and non-designers<br><b>Demo:</b> Screen Grabs and Burning CDs<br><b>Assignment:</b> Portfolio |                     |
| <b>Week 14</b> | <b>Lecture:</b> Linking Webpages  |                     |

**THANKSGIVING BREAK**

|                |   |  |
|----------------|---|--|
| <b>Week 15</b> | <b>Demo:</b> Screen Grabs and Burning CDs<br><b>FINAL PORTFOLIO PRESENTATIONS</b> |  |
| <b>Week 16</b> | <b>FINAL PORTFOLIO PRESENTATIONS</b> ( <i>continued</i> )                         |  |